



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2019

**CONSUMER STUDIES
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 15 pages.

QUESTION 1 (SHORT QUESTION)

1.1	1.1.1	B ✓		(1)
	1.1.2	D ✓		(1)
	1.1.3	A ✓		(1)
	1.1.4	C ✓		(1)
	1.1.5	C ✓		(1)
	1.1.6	A ✓		(1)
	1.1.7	D ✓		(1)
	1.1.8	B ✓		(1)
	1.1.9	A ✓		(1)
	1.1.10	C ✓		(1)
	1.1.11	B ✓		(1)
	1.1.12	D ✓		(1)
	1.1.13	C ✓		(1)
	1.1.14	D ✓		(1)
	1.1.15	C ✓		(1)
	1.1.16	B ✓		(1)
	1.1.17	A ✓		(1)
	1.1.18	A ✓		(1)
	1.1.19	D ✓		(1)
	1.1.20	B ✓		(1)
			(20 x 1)	(20)
1.2	1.2.1	C ✓		(1)
	1.2.2	E ✓		(1)
	1.2.3	G ✓		(1)
	1.2.4	B ✓		(1)
	1.2.5	H ✓		(1)
	1.2.6	D ✓		(1)
	1.2.7	J ✓		(1)
	1.2.8	K ✓		(1)
			(8 x 1)	(8)
1.3	C			
	D			
	F	(Any order)	(3 x 1)	(3)
1.4	A			
	B			
	E	(Any order)	(3 x 1)	(3)
1.5	1.5.1	Fortification ✓		
	1.5.2	Basal metabolic rate ✓/BMR		
	1.5.3	Cross contamination ✓		
	1.5.4	Chemical contamination ✓		
	1.5.5	Non-essential / luxury ✓		
	1.5.6	Gross ✓	(6 x 1)	(6)

[40]

QUESTION 2: THE CONSUMER

- 2.1 2.1.1 **Product or service**
Both, ✓ delivering the gift / delivery is a service offered ✓
and the flower bouquet/ flowers and chocolates are the product ✓ (3)
- 2.1.2 **Advantage of online shopping**
She can:
- Do her purchasing outside of normal shopping hours, convenience ✓
 - Do the purchase from the comfort of her home / from anywhere ✓
 - Take advantage of lower prices / specials / reduced expenses
 - Compare prices easily / quickly ✓
 - Use apps to search for the best price deals ✓
 - Get more variety / options ✓
 - Saves time ✓ (Any 1) (1)
- 2.1.3 **CWO**
- (a) Cash with order ✓ (1)
- (b) Debit cards are considered as a form of cash / accepted as cash ✓
as the transaction pays the seller / business immediately / money
deducted immediately from the card holders bank account. ✓
Goods must be paid for when you order them. ✓ (Any 2 x 1) (2)
- 2.1.4 **Right to complain**
- She was within her rights because:
- The flowers / gift / bouquet did not look like they did on the online advert / were damaged / the stalks were bent and chocolates missing / they were not in a satisfactory condition / were not of good quality. ✓
 - They were not delivered on time as it was supposed to arrive on the Sunday / arrive on Monday / service unsatisfactory / company did not honour their agreement / promise. ✓
 - She had proof when she e-mailed the photo of the bouquet. ✓ (Any 2 x 1) (2)
- 2.1.5 **CPA**
- It is designed to benefit the consumer ✓
 - Gives the consumer the right to be heard / to complain ✓
 - It would protect her from a misleading advert ✓
 - Fair disclosure of information / the information relating to the flowers was clear ✓
 - The CPA protects the rights of consumers / It stipulates consumer rights when buying goods and services / outlines key consumer rights ✓
- OR** accept an example: She had a right to choose the bouquet that she wanted / honest dealings

- Terms and conditions must be fair / It aims at providing fairness between supplier and consumer ✓
- It gives the consumer (Nonsindiso) the right to return goods that are “defective” / inferior / you have a right to a quality product ✓
OR accept example: She had a right to flowers in perfect condition and receive a refund of the purchase price provided that the company has a returns policy ✓
- A right to the service offered / accountability from the supplier/ delivery on time ✓ (Any 2 x 1) (2)

2.2 Stats SA and expenditure patterns

2.2.1 Purpose of Stats

To gather information on:

- The people of a country
- Their incomes
- Spending patterns/expenditure patterns
- Crucial data about the population size
- Geographic location
- Access to services
- To plan the way forward / help the future
- Learn from past mistakes
- Marketing or advertising purposes
- Update the CPI / measure inflation

Also accept specific examples: Two marks may be awarded

To find out where they live, the type of home they live in, urban and non-urban dwellers, their home language, ages, what they spend their money on, access to water and electricity, income and expenditure of different races, people living in different provinces etc. (Any 2 x 1) (2)

2.2.2 Expenditure group: Health

- Medical costs have increased / risen ✓
- Consumers prioritise essentials like housing and food for survival as more important expenses ✓
- Many South Africans cannot afford to go to a doctor for minor ailments or for just a cold ✓ – doctor second highest % increase ✓
- They opt to buy over-the-counter / self-medication as they cannot pay for medicines and a consultation ✓
- They can only go to the dentists in emergencies / increase above 5% ✓
- Medical Aid shows the highest increase at 8,3% ✓
- Consumers cannot afford to have medical aid ✓ or they have to opt for a lower cover / level / package so they think twice before a procedure is booked ✓
- People will have to rely on visiting the clinics where medication / visits are free ✓

- People will go to state hospitals rather than private hospitals which is more expensive ✓ – increased by 4,5% ✓

NOTE: *This marking guideline is a guide. Accept logical reasoning along these lines.*

Percentages are marked when they are used in conjunction with points.

(Any 5 x 1) (5)

2.2.3 Expenditure group: Transport: Higher and lower income groups

- The rich (higher income) will still buy new cars, have to maintain/ service them ✓ (tyres) 0,8% ✓
- Still continue to travel to work / holiday destinations and still buy petrol ✓
- Therefore, transport will stay as one of the main expenses ✓
- They will still travel for business so still hire cars on the other side after flying **Max. 2**
- The poor (lower income) will have to pay more for public transport / taxis ✓ as the increase in petrol (0,3%) will increase the fares ✓
- They have to get to work so can't avoid having to put money towards transport ✓ **Max. 2**

(Percentages are marked when they are used in conjunction with points)

(2 x 2) (4)

2.3 Case study: Budget and credit

2.3.1 Advantages

- Avoid the debt trap / pay off your debts / live within your means. ✓
- To set and reach your financial goals. ✓
- To see how much you can afford to spend on things / see how much money you have available ✓
- To create a savings plan ✓
- To protect you from unexpected expenses. ✓
- Stay in control of how your money is spent. ✓
- To track your spending and work at reducing some expenses. ✓
- Teaches you the value of money. ✓
- To cut out unnecessary and impulsive spending. ✓
- To see how much credit, you can afford so that you can repay the credit. ✓

(Any 3 x 1) (3)

2.3.2 Consequences of credit

- They will pay more in the end for the TV and DSTV explore as they are paying it off / pay interest ✓
- They will spend more as they will not qualify for a cash discount ✓
- Money that could have been used for other needs is being paid to creditors / you may not have money for more important things ✓
- He didn't need to buy a new TV / buy items you do not need ✓
- They may have been exploited and bought a more expensive TV / talked into buying a better model as you are paying in instalments ✓

- If they do not pay the clothing accounts on time, interest is charged ✓
- It is easy to lose control of your spending and buy unnecessary clothing items/ be tempted to buy / too easy to put clothes on a store card when you do not need to have the cash available ✓
- Paying off amounts becomes a burden on the budget / easy to exceed budget ✓
- May end up unable to pay the credit / debt ✓
- Worse case – blacklisted – then you may not be able to obtain credit in the near future ✓
- This has led to wasting money that could have been put into savings and earned interest / covered unexpected costs ✓ (Any 3 x 1) (3)

2.3.3 **Principle of budgeting: Assess needs and objectives**

- In a budget cover the needs first then the wants / needs come first / make sure you do need the item and it is not a want ✓
 - Your basic needs are the first 2 levels on Maslow's hierarchy / prioritise physical needs, safety and security ✓
 - Objectives – set your financial goals / save to work towards your goal ✓
 - Establish whether the family holiday is a short term or long-term goal ✓ (Any 2 x 1) (2)
- [30]

QUESTION 3: FOOD AND NUTRITION

3.1 Article: Tips to kickstart your health

3.1.1 (a) ONE mineral

- Calcium ✓
- Magnesium
- Iron
- Zinc
- Manganese

(Any 1 x 1)

TWO vitamins

- Vitamin B2 ✓
- Riboflavin ✓
- Folic acid
- Folate
- Folacin,
- Niacin (B3,B5)
- Vitamin A/retinol
- Vitamin K

(Any 2 x 1) (3)

(b) Mango ✓

(1)

3.1.2 Water: Functions

- (a)**
- Transports O₂ and CO₂ ✓
 - Transports nutrients ✓

(Any 1 x 1) (1)

- (b)** Controls the body's temperature through sweat / perspiration / cools the body / evaporation off the skins surface. ✓

OR

Prevents a quick rise in temperature when heat is absorbed ✓

(Any 1 x 1) (1)

3.1.3 Type of carbohydrate

- (a)** Fructose

(1)

- (b)** Cooldrink, chocolates, sweets, ice cream, syrup, honey, jam, pastries

(Accept any other correct examples)

(Any 2 x 1) (2)

3.1.4 Plant proteins

- (a)** Chickpeas, lentils, dried beans, soya bean products, nuts, seeds ✓✓

(Any 2 x 1) (2)

- (b)** Incomplete ✓/Low biological value

- Lacks some of the essential amino acids
- Has a lower biological value
- Cannot support growth of tissues

OR

If the learner answers soya, then mark complete ✓

Complete/High biological value

- Has all 8 essential amino acids
- Has a high biological value
- Can support growth

(3)

- (c) Animal proteins contains saturated fat ✓ and cholesterol ✓ which raises blood cholesterol levels ✓ and increase the risk of heart disease ✓ fat also accumulates in the arteries ✓ (Any 3 x 1)
Protein rich foods are high in fat ✓ e.g. ✓ roast chicken has fat in the skin which is high in kJ ✓ which can lead to excessive fat accumulation in the body ✓ (Any 3 x 1) (6)

3.1.5 Vitamin supplement

- Follow a vegan diet ✓
- If very little food is eaten ✓
- When you are ill / fighting colds / flu / feeling run down / need to boost your immune system ✓
- After surgery / recovering from burn wounds ✓
- Elderly people / not eating correctly ✓
- On medication which interferes with absorption of vitamins ✓
- Pregnant ✓
- Recovery after heavy sport / training ✓

(Any 2 x 1) (2)

3.2 Breakfast menus: Pregnant women

3.2.1 Analyse menu for a pregnant woman

MENU 2 ✓

Orange juice	water /fluid /liquid ✓/ Vitamin C (ascorbic acid)
Omelette / egg	protein ✓ / iron
Minced meat	protein ✓/ iron / folic acid /(folate/folacin)
Cottage cheese	calcium ✓ / vitamin D (calciferol)
Whole wheat bread	fibre ✓ carbohydrate / energy / folic acid
Milk	calcium ✓ / vitamin D (calciferol)

(1 mark + 6 = 7) (7)

3.2.2 (a) Reasons for alcohol avoidance in pregnancy

Alcohol will pass through the placenta to the foetus ✓
Baby born with foetal alcohol syndrome ✓ and her child will have mental retardation / growth retardation / physical deformities / eye changes / facial abnormalities / skeletal joint abnormalities ✓✓

(Any 2 x 1) (2)

(b) Loss of weight in lactating women

Breast feeding is demanding and requires energy ✓
Making the volume of milk requires energy ✓
The fat stores accumulated during pregnancy that provide KJ ✓ are been used up ✓
She is not increasing her energy needs enough for demand ✓

(Any 2 x 1) (2)

3.3 Case study: Food contamination

3.3.1 Symptoms

Abdominal / stomach cramps ✓
Vomiting ✓
Diarrhoea ✓
Nausea ✓

(Any 3 x 1) (3)

3.3.2 If you vomit or have diarrhoea you lose fluid ✓ the body therefore loses other important minerals / electrolytes / salts / glucose. ✓

(2)

3.3.3 Cause of food poisoning

Food at room temperatures / warm temperatures for an extended time /
Food not been kept at a cold/cool temperature ✓

NOTE: Do not accept load shedding / power outage

(1)

3.3.4 Medical intervention

- Put on a drip ✓
- Prescribe antibiotics ✓
- Medication for vomiting / diarrhea / fever ✓
- Given oral rehydration salts ✓

(Any 1 x 1) (1)

[40]

QUESTION 4: CLOTHING

4.1 Design principle: Balance

4.1.1 Type of balance

A – Informal / asymmetrical ✓

B – Formal / symmetrical ✓

(2)

4.1.2 Informal balance application

Either side of the centre point / imaginary centre vertical line ✓ are not the same / non-identical / differ / not a mirror image ✓ but balance visually / carry the same visual weight ✓

The zip ✓ on the left sleeve verses the pocket ✓ on the right sleeve attract the same amount of attention / balance each other / give the illusion that they are equal / are not the same but occupy the same weighting ✓

(6)

4.2 Design element: Texture

4.2.1 Description and effect of light

(a) Picture A = soft, plush, fluffy, hairy ✓✓

Picture B = smooth, shiny, firm ✓✓

(2 x 2)

(4)

(b) Reflect light ✓ appear lighter in colour ✓ are more noticeable ✓

(Any 2 x 1)

(2)

4.2.2 Definition of texture

Describes the surface quality of objects ✓ you can see it and feel it / it can be visual or tactile ✓

(2)

4.3 Body shapes

4.3.1 Body shape for sketch C

Inverted triangle / V-frame ✓

(1)

4.3.2 Body shape D

This person has a rounded shape in the middle the short jacket ✓ ending in the hip area will draw attention to the waist area ✓

OR

A longer jacket ✓ will be better as the eye is carried beyond the waistline ✓ and thick thighs.

The belt and hemline of the top also bring attention to the middle. ✓

Wear looser fitting clothing. ✓

Attention should be drawn to the shoulders ✓ and the round neckline does not do this. ✓

OR

Attention should be drawn away from the middle ✓ such as a lower neckline / v-neck. ✓

(Any 4 x 1)

(4)

4.3.3 Body shape A

Top C ✓

Attention is brought up to the shoulders to balance the broad hips. ✓

This top brings a horizontal line to broaden the shoulders/ create width / has interesting details at the shoulder. ✓

NOTE: Also accept if they eliminate the other 2 optionsIn **A / B** the v-neck and vertical stripes draws your eye down taking attention away from the shoulders and narrows them even more.

(3)

4.4 Two fabric properties**Heat retention** is when fabric has the ability to resist the heat passing through ✓ it is a poor conductor of heat. ✓ The fabric will trap the heat so ✓ the jersey in **PICTURE A** will keep the body warm in winter and on cold days. ✓**Heat conductivity** is the ability of the fabric to allow the heat to pass through the fabric. ✓ It is a good conductor of heat. ✓ The heat goes away from the body ✓ so for **PICTURE B** the dress will be cool on hot summer days. ✓**NOTE:** 2 marks for explanation and 1 mark for referring to the picture.

(3 + 3)

(6)

[30]

QUESTION 5: HOUSING AND INTERIOR**5.1 Floorplan****5.1.1 Architectural symbols**

A – sliding door ✓

B – toilet ✓

(2)

5.1.2 Traffic flow – negative aspects

- The traffic flow cuts through a social area (activity area) in the living room / interrupts people watching TV ✓

- There is an obstruction from the living room to the kitchen ✓

- The dining room table is in the way ✓

(Any 2 x 1) (2)

5.1.3 Work zone

- Kitchen ✓

- Pantry ✓

- Laundry ✓

(Any 2 x 1) (2)

5.1.4 Storage plan

Bed table / walk-in closet / area with cupboard/ extra wardrobe / dressing-table / desk

NOTE: Accept any logical answer

(Any 3) (3)

5.1.5 North facing

Bottom ✓

In winter the sun will be on the deck where one entertains and ✓ also come into the living room ✓ / Will come into the bedroom and warm it up ✓

Do not accept any other side as there are no windows other than at the bottom

(1 mark for position + 2 reasons) (3)

5.2 Sketch**5.2.1 Cool colour scheme**

(a) The room is too hot ✓ (cool colours give a feeling of coolness)
 The room is small ✓ (cool colours recede so the room will appear larger) furnishings look smaller
 The atmosphere you want to create (cool colours – relaxing calm, restful effect)

(2)

(b) Blue-green and green **OR** blue-purple and purple **OR** blue-purple and blue-green ✓✓

(2)

5.2.2 **Dominant shape**

Rectangular ✓

Window, blinds, bed drawer under bed, mat, spine of books, storage unit, cupboard doors

OR

Square shape ✓

Picture frames on wall, picture frame on shelf, square shaped storage in storage unit, square play blocks

(shape (1) ✓ + (3) examples ✓✓✓) (4)

5.2.3 **Use of vertical line**

The line has been repeated / rhythm through repetition ✓

and will carry your eye to different parts of the room ✓ eye goes from sides of picture frame to blind to window frame to books to pillow, sides of storage unit ✓ to create movement ✓

(4)

5.2.4 **High ceiling solutions**

Change blind fabric to horizontal line ✓ bring in a pelmet, ✓ paint ceiling a darker colour ✓

(2)

5.2.5 **Furniture materials – plastic and wood**

(a) **TWO advantages of plastic and wood**

Strong, ✓durable / long lasting ✓ sturdy ✓

(Any 2 x 1) (2)

(b) **ONE disadvantage for the use of plastic**

Not biodegradable, becomes dull after extensive use ✓

(Any 1 x 1) (1)

(c) **ONE consumer responsibility**

Shop around ✓ / compare prices ✓ / consider your budget ✓ / read the contract ✓ / guarantee ✓ / find a reputable store ✓ / find out about stores return policy, ✓ If buying on credit, find out about credit terms, ✓ / Check for extra charges e.g. delivery, ✓ check furniture construction ✓

(Any 1 x 1) (1)

[30]

QUESTION 6: ENTREPRENEURSHIP**6.1 Case study****6.1.1 Business idea**

She had the passion ✓

She was careful / wise with finances (rented a stall rather than renting more expensive shop space) ✓

Did her calculations ✓

(Any 1 x 1) (1)

6.1.2 Concept testing

Introducing the product to the consumer ✓ and finding out what they think of it ✓ for e.g. when she handed out the questionnaire ✓

(2)

6.1.3 Marketing mix

Place ✓ – craft market ✓

Product ✓ – Mix it yourself healthy bread packs ✓

Price ✓ – R25,00 ✓

People ✓ – Those who will buy the bread ✓

(Any 3 + 3) (6)

6.1.4 Core principles of marketing**(a) Target specific market**

By carrying out the questionnaire / finding out the specific needs of the consumer ✓ she could focus on their needs / satisfy their needs / have the right product ✓

She could attract them with a different kind of product / stands out from the usual ✓

Save unnecessary expenses and cost ✓

(Any 2 x 1) (2)

(b) Grow networks and build relationship

She believed that building long term relationships with both suppliers and customers / communication ✓ is important

This will keep customers coming back / remaining loyal ✓

ensure success ✓ advertising by word of mouth a spin off for her ✓

(Any 2 x 1) (2)

6.1.5 Product life cycle (stages)

Introduction stage ✓

Sales low ✓

Customers need to become aware of the product / do not know about it ✓

Emphasis is on building a demand for the product / establish a market ✓

Need to advertise it ✓

Advertising costs high ✓

(Stage – 1)

(Any 2 facts – 2) (3)

6.1.6 Advice

Lesley would need to advertise again ✓ as at the maturity stage there are other competitors competing for the market share ✓ and her customers need to be reminded about her product ✓

To stimulate interest, ✓ she can bring out a new flavour of bread mix / variation of her range / improve her product / and then adapt the product ✓

Change the packaging / the box ✓

She can take note of her competitors to be aware how she will regain the competitive edge ✓

She can do another survey with the customer to get feedback ✓

to be aware of the new trends ✓

(Any 6 x 1) (6)

NOTE: Deduct 1 mark if not written in paragraph form

6.2 Calculations

6.2.1 Type of expense: petrol

overheads ✓ or variable

(1)

6.2.2 65% Profit

R65,00 + R25,00 = R90,00 ✓

$R90,00 \times \frac{165}{100} = R58,50 \checkmark$

$R90,00 + R58,50 = R148,50 \checkmark \div 5 \checkmark = R29,70 \checkmark$

OR

$R65,00 + R25,00 = R90,00 \checkmark \div 5 \checkmark = R18,00 \checkmark$

$R18,00 \times \frac{165}{100} = R11,50 \checkmark$

$R18,00 + R11,70 = R29,70 \checkmark$

(5)

NOTE: -1 if the 'R' value is not indicated as part of the answer

6.2.3 Profit 20 containers

$R11,70 \times 20 \checkmark = R234,00 \checkmark$

OR

$R58,50 (5 \text{ boxes}) \times 4 \checkmark = R234,00 \checkmark$

NOTE: If the 'R' value is not indicated as part of the answer

(2)

[30]

TOTAL: 200